



CYNTHIA D. BANKS  
Chief Deputy

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COMMUNITY AND SENIOR SERVICES  
OF LOS ANGELES COUNTY

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3175 WEST SIXTH STREET • LOS ANGELES, CA 90020-1708 • (213) 738-2600 (213) 385-3893 FAX

*"To Enrich Lives Through Effective And Caring Service"*

BOARD OF SUPERVISORS

GLORIA MOLINA  
YVONNE BRATHWAITE BURKE  
ZEV YAROSLAVSKY  
DON KNABE  
MICHAEL D. ANTONOVICH

June 29, 2004

Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

Dear Supervisors:

**WORKFORCE INVESTMENT ACT (WIA)  
REGIONAL MARKETING PROGRAM, FISCAL YEAR 2004-05  
(ALL SUPERVISORIAL DISTRICTS) (3-VOTES)**

**IT IS RECOMMENDED THAT YOUR BOARD:**

1. Authorize Director of Community and Senior Services (CSS) to execute a contract amendment (Attachment A) with the City of Los Angeles for the Regional Marketing Program, from July 1, 2004 through December 31, 2004, and to carryover \$375,000 in City funds in order to continue marketing *WorkSource California* services to businesses and career seekers. County Counsel has approved this amendment as to form.
2. Authorize the Director of CSS, or designee, to use unspent funds and carryover \$25,000 through June 30, 2005, that were previously accepted by your Board on June 24, 2003, and that were received from a non-restricted contribution of \$25,000 from the Southeast Los Angeles County Workforce Investment Board (SELACO) to support regional marketing strategies during FY 2004-05.
3. Authorize the Director of CSS, or designee, to register the name "WorkSource California," on behalf of the County of Los Angeles, as a service mark with the State of California.

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

This letter requests that the Board authorize CSS to extend its collaboration with the City of Los Angeles and SELACO to conduct marketing and outreach for employment services and opportunities offered by the *WorkSource California*/One-Stop centers under the provisions of the Workforce Investment Act (WIA).

Extension of the City of Los Angeles marketing agreement through December 31, 2004 was approved by the WIB on June 10, 2004. Upon Board approval, CSS will enter into a contract amendment, approved as to form, which will extend the period of the agreement with the City of Los Angeles until December 31, 2004. On June 17, 2004, SELACO confirmed that it has authorized CSS to carryover and use the \$25,000 received from their agency during FY 2004-05.

Services available provide businesses with qualified candidates, customized training resources, and assistance to ease the pain of downsizing. Similarly, individuals looking for a new or better career will find thousands of local job listings, training resources, and centers with complimentary phones, fax machines, copiers, computers and résumé writing tools.

Outreach efforts will be evaluated using measurable results that are directly linked to empowering communities, and producing and equipping a qualified workforce with the skills needed in today's job market. Outreach activities are essential for growing industries through increased visibility of the Workforce Development System, through which businesses and job seekers can find services.

#### Implementation of Strategic Plan Goals

Marketing and outreach activities are consistent with Goals #1 Service Excellence and Goal #2 Workforce Excellence of the Los Angeles County Strategic Plan, which is to provide the public with easy access to quality information and services that are both beneficial and responsive.

#### Performance Measures

Outcomes from marketing activities conducted and coordinated by CSS include a 5-10% increase in traffic through the Job Seeker and Employer Call Centers, *WorkSource California* website, kiosks, and visitors to the WorkSource Centers. This increase will be assessed at the end of the campaign period.

#### **FISCAL IMPACT/FINANCING**

There is no impact on the County general fund. Funds from the City of Los Angeles and SELACO, totaling \$400,000, are to support regional marketing of workforce development services to be conducted during FY 2004-05. These funds have been included in the Department's FY 2004-05 Proposed Budget.

#### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

Since year 2000, CSS, on behalf of the Los Angeles County WIB, has engaged in an aggressive marketing and branding campaign for workforce development services. *WorkSource California* is the name established to represent the services available in the

greater Los Angeles region and is displayed on all marketing materials disseminated to the public.

**First Phase Results:** *WorkSource California* was created after a December 2000 motion that was approved by the Board of Supervisors authorizing CSS to embark on a marketing effort to promote the greater Los Angeles Regional Workforce Development System. The system represents the collaboration of CSS, the Department of Public Social Services (DPSS), the Los Angeles Economic Development Corporation and the Employment Development Department along with seven local Workforce Investment Areas, to provide quality services. The single brand enabled the collaborative to promote overall services and simplified access to services without the added confusion of listing the individual entities that provide them.

Plans for launching the *WorkSource California* brand were expedited due to the September 11, 2001 attacks and the anticipation that those events would have a dramatic effect on the local economy. CSS and other local Workforce Investment Areas began work on a joint proposal to the State for additional funding to assist businesses and displaced workers. The proposal included a plan for outreach, unification of the regional One-Stop centers and Workforce Investment areas under a common brand.

On November 20, 2001, the Board approved a motion by Supervisor Michael Antonovich to fully activate the CSS job seeker and DPSS business call centers to handle the increased activity resulting from downsizing and layoffs.

CSS took actions to ensure that the businesses and residents of the County were aware of the services available to them by streamlining the plans in development and beginning the outreach effort ahead of its original schedule.

The initial media campaign, launched in Spring 2002, made a substantial impact on public awareness of workforce development services available throughout the County. In addition to unifying more than 40 independently owned and operated One-Stop centers under the *WorkSource California* name, the campaign also increased overall recognition to 11% from an unknown brand. Among job seekers who expected to be looking for work within three months, the awareness was measured at 16%.

Phase one of the campaign generated a significant number of direct responses. Hits on the *WorkSource California* Web site increased from an average of 500 per week to 400 per day and calls to the toll-free number increased to 120-165 per week during the campaign versus 15 calls in the week prior to the launch.

**Second Phase – Desired Outcomes:** Some administrative activities, such as registering the *WorkSource California* brand as a service mark with the State, as recommended by the previous marketing firm, were not completed as part of Phase One and will need to be addressed as part of the Second Phase efforts.

Second phase activities include participating in job fairs and community events, advertising, and development of marketing materials for specific audiences and industries. CSS will also conduct ongoing evaluation of the campaign's effectiveness. In addition, the *WorkSource California* website will undergo several revisions to update content and improve ease-of-use.

CSS continues to collaborate with other County Departments, Workforce Investment Areas, and State agencies on regional projects that focus on enhancing the local Workforce Development System, with *WorkSource California* as the unifying symbol. To date, marketing and outreach efforts have successfully helped businesses access a variety of resources to guide them through whatever adjustments the business climate dictates. Marketing and outreach for *WorkSource California* have also helped thousands of County residents find employment services during these ever-changing economic times.

### **CONTRACTING PROCESS**

On July 11, 2002, the WIB approved acceptance of up to \$600,000 from agencies of the *WorkSource California* collaborative to support regional marketing and outreach for fiscal year 2002-03. The actual amount received was \$250,000, which was provided from the City of Los Angeles and SELACO. The WIB approved acceptance of up to \$300,000 from the collaborative agencies to support regional marketing activities conducted during fiscal year 2003-04 on April 10, 2003.

On June 24, 2003, your Board approved CSS to 1) accept \$25,000 from the Southeast Los Angeles County; 2) accept \$225,000 and enter into an agreement with the City of Los Angeles for regional marketing through June 30, 2004 and 3) accept an additional \$150,000 from the City. The additional \$150,000 has been incorporated into the existing agreement between CSS and Los Angeles City; the total amount is now \$375,000.

CSS will procure vendors to assist with specialized marketing services. The procurement will comply with Los Angeles County's Procurement and Contracting Guidelines and will utilize Internal Services Department in awarding purchase orders. These purchase orders will be for less than \$25,000. CSS will notify your Board of the procured vendors.

### **Monitoring**

Beginning with FY 2003-04, CSS contracted with the Auditor-Controller's office to conduct fiscal and contract compliance monitoring of all of its contractors within the Employment and Training Branch. The Auditor-Controller, utilizing their Master Agreement list, procures a contractor to conduct the on-site site visits and follow-up visits, CSS is responsible for ensuring through its resolution process that the monitoring

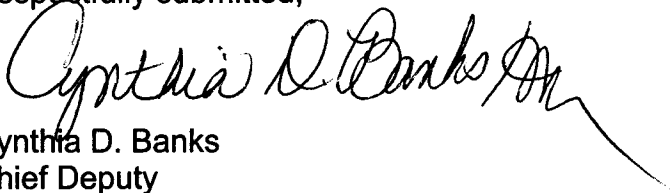
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findings reported are resolved, training is provided to our contractors if necessary and/or program policies are developed.

**IMPACT ON CURRENT SERVICES OR PROJECTS**

The recommended actions will continue to provide businesses with opportunities for growth and access to a diversified workforce, while connecting the public with avenues for employment services.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Cynthia D. Banks". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Cynthia D. Banks  
Chief Deputy

Attachment

c: Chief Administrative Officer  
County Counsel  
Executive Officer of the Board  
Auditor-Controller

FIRST AMENDMENT  
TO AGREEMENT NUMBER 106565 OF CITY OF LOS ANGELES CONTRACT  
BETWEEN  
THE CITY OF LOS ANGELES  
AND  
THE COUNTY OF LOS ANGELES

THIS FIRST AMENDMENT to Agreement Number 106565 of City of Los Angeles Contract is made and entered into by and between the City of Los Angeles, hereinafter referred to as the City, and The County of Los Angeles, hereinafter referred to as Contractor.

WITNESSETH

WHEREAS, the City and Contractor have entered into an Agreement wherein Contractor shall provide certain services, said Agreement effective January 1, 2004 - June 30, 2004, which together with all amendments thereto shall hereinafter be referred to as the Agreement; and

WHEREAS, §503 of the Agreement provides for amendments to the Agreement; and

WHEREAS, the Agreement contemplated that modifications and closeout activities may be required after the time set forth in §201, "Time of Performance"; and

WHEREAS, the City and Contractor are desirous of amending the Agreement as authorized by the City Council and the Mayor (refer to Council File Number 03-1188, dated June 30, 2003) and by Section 14.8 of the Los Angeles Administrative Code which authorizes the General Manager of the Community Development Department to prepare and execute an amendment to the Agreement for the purpose of adding an additional six (6) months to the term of the Agreement for a new ending date of December 31, 2004.

WHEREAS, this Amendment is necessary and proper to continue and/or complete certain activities authorized under the Agreement.

NOW, THEREFORE, the City and the Contractor agree that the Agreement be amended effective June 30, 2004 as follows:

AMENDMENT

- §1. Amend §201, "Time of Performance," by changing the ending date from June 30, 2004 to December 31, 2004.
- §2. Except as herein amended, all terms and conditions of the Agreement shall remain in full force and effect.
- §3. This Amendment is executed in two (2) duplicate originals, each of which is deemed an original. This Amendment includes three (3) pages, which constitute the entire understanding and agreement of the parties.

IN WITNESS WHEREOF, the City of Los Angeles and Contractor have caused this Agreement to be executed by their duly authorized representatives.

APPROVED AS TO FORM AND LEGALITY:  
ROCKARD J. DELGADILLO, City Attorney

By \_\_\_\_\_  
Deputy/Assistant City Attorney

Date \_\_\_\_\_

Executed this \_\_\_\_ day of \_\_\_\_\_, 2004

For: THE CITY OF LOS ANGELES

CLIFFORD W. GRAVES  
General Manager  
Community Development Department

ATTEST:

J. MICHAEL CAREY, City Clerk

By \_\_\_\_\_  
Deputy City Clerk

Date \_\_\_\_\_

Executed this \_\_\_\_ day of \_\_\_\_\_, 2004

For: THE COUNTY OF LOS ANGELES

APPROVED AS TO FORM AND LEGALITY:

Office of the County Counsel

By \_\_\_\_\_  
Deputy

By: \_\_\_\_\_  
Name: CYNTHIA D. BANKS  
Title: Chief Deputy  
Community and Senior Services

By \_\_\_\_\_  
Name:  
Title:

City Business License Number: 999999

Internal Revenue Service Number: 6000927W

Council File/CAO File Number: 03-1188, Date of Approval June 30, 2003

Said Amendment is Number One of City Contracts Number 106565.